



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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### City Launches Dallas Business Inventory

(DALLAS, OREGON) -- Today, the City of Dallas announced the launch of the Dallas Business Inventory (DBI). This inventory is a new program that all Dallas businesses can sign up for to receive timely and important updates from the city regarding new grant opportunities, city-wide programs and events, and educational opportunities for business owners and their employees.

The creation of this program was the result of a collaborative effort between city staff, business owners, and community groups working with the University of Oregon's Institute for Policy Research and Engagement. This group provided important feedback to the city and U of O to ensure that this program serves businesses in the best way possible.

This program is entirely free to businesses, and participation is optional. However, the city and Dallas Area Chamber of Commerce highly encourage all businesses within the Dallas area to sign up for this program. Tara Townley, the Program Manager for the Chamber of Commerce, stated, "Dallas Business Inventory is another example of the collaborative efforts of our city, Chamber, and local leaders to support the Dallas business community. This tool offers the opportunity for self-enrollment; allowing access to grants, time-sensitive communications and further information to support our local business community. It has been a long-time effort to bring this tool to fruition. We appreciate the City of Dallas' determination to ensure inclusive communication."

To encourage and facilitate the launch of this program, the City of Dallas Economic and Community Development Department will be awarding a \$300 marketing credit to a randomly selected business who signs up between today, and April 4<sup>th</sup>. The department fully believes in the benefits of this program, with Economic and Community Development Director Charlie Mitchell saying, "The DBI will allow the City to better serve and communicate with the Dallas business community. I highly encourage all businesses, regardless of size or type, to participate in this valuable program."

All the data collected in this inventory will only be used for official government purposes. None of the contact information, including names, phone numbers, emails, etc. will be sold or given out to parties outside of the City of Dallas.

Businesses interested in signing up for this inventory can sign up at [bit.ly/dallasdbi](https://bit.ly/dallasdbi). Questions related to the program can be directed to Economic Development Specialist, Tyler Ferrari at [tyler.ferrari@dallasor.gov](mailto:tyler.ferrari@dallasor.gov) or by calling 503-831-3579

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